

Message Text

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PAGE 01 OSAKA 01510 290724Z
ACTION EA-09

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TO USDOC WASHDC
INFO SECSTATE WASHDC 2736
AMEMBASSY TOKYO

UNCLAS OSAKA KOBE 1510

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: THE '77 AUTO ACCESSORIES SHOW IN OSAKA

REF: 1977 CCP FOR JAPAN

SUMMARY: IN 1977 CCP, EMBASSY PROPOSED TO ENCOURAGE AMERICAN PARTICIPATION IN "77 AUTO ACCESSORIES SHOW" TO BE HELD IN OSAKA, MARCH 18-21, 1977. NIHON KOGYO SHIMBUN, SPONSOR OF SHOW AND ONE OF JAPAN'S TWO NATIONWIDE, DAILY INDUSTRIAL JOURNALS, HAS OFFERED TO SET UP SPECIAL "AMERICAN CORNER" AT FAIR FOR U.S. PARTICIPANTS AND/OR THEIR JAPANESE REPRESENTATIVES. NIHON KOGYO WOULD REDUCE PARTICIPATION FEES FOR THIS GROUP BY 10-30 PERCENT AND GIVE IT SPECIAL PUBLICITY HISSION INTENDS TO INVITE PARTICIPATION AMONG JAPANESE REPRESENTATIVES AND REQUESTS USDOC ASSISTANCE IN PUBLICIZING EXHIBITION AHONG U.S. MANUFACTURERS. END SUMMARY

1. AUTO ACCESSORIES SHOW HAS BEEN HELD ANNUALLY SINCE 1973, ALTERNATELY IN OSAKA AND TOKYO. ACCORDING TO NIHON KOGYO SHIMBUN, ABOUT 200 JAPANESE COMPANIES (MANUFACTURERS, EXPORTERS, IMPORTERS AND DISTRIBUTORS OF AUTO ACCESSORIES) PARTICIPATED IN 1975 OSAKA SHOW. SOME 50,000 VISITED THAT SHOW (OPEN TO PUBLIC), RESULTING IN UNCLASSIFIED

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4,000 BUSINESS INQUIRIES.

2. THIS YEAR NIHON KOGYO SHIMBUN HAS OFFERED TO ESTABLISH AMERICAN CORNER EXCLUSIVELY FOR U.S. PARTICIPANTS AND/OR THEIR JAPANESE REPRESENTATIVES. AMERICAN CORNER WILL RANGE IN AREA BETWEEN MAXIMUM OF 1/5 OF TOTAL SPACE OF 7,892

SQUARE METERS AND MINIMUM EQUIVALENT TO 10 BOOTHS
(2.7 METERS X 2.7 METERS PER BOOTH) DEPENDING ON
NUMBER OF PARTICIPANTS. CORNER WILL BE ONLY SPACE FOR
NON-JAPANESE PARTICIPANTS. IF CORNER SUCCESSFUL,
PAPER INTENDS TO SET UP SIMILAR CORNERS AT SUBSEQUENT
SHOWS FOR OTHER FOREIGN PARTICIPANTS.

3. PRODUCTS FOR DISPLAY:

ALL KINDS OF AUTO ACCESSORIES; MACHINERY, EQUIPMENT
AND TOOLS FOR THE REPAIR AND MAINTENANCE OF AUTOMOBILES
AS WELL AS FOR OPERATION OF GAS STATIONS, CAR
WASHES AND GARAGES; AIR POLLUTION CONTROL EQUIPMENT;
INTERIOR DECORATIONS; AND ALL OTHER KINDS OF
CONSUMER GOODS RELATED TO AUTOMOBILES.

4. PARTICIPATION FEE:

YEN 120,000 PER BOOTH (2.7 METERS X 2.7 METERS).
FOR EXHIBITORS AT AMERICAN CORNER:
10 PERCENT DISCOUNT FOR A MINIMUM OF 10 BOOTHS.
20 PERCENT DISCOUNT FOR 11-29 BOOTHS.
30 PERCENT DISCOUNT FOR 30 BOOTHS OR MORE.
(LARGE DISCOUNT IS NEGOTIABLE IF MORE BOOTHS
ARE REQUIRED. IF LESS THAN 10 BOOTHS NEEDED, AMERICAN
CORNER WILL NOT BE ESTABLISHED AND NO DISCOUNT
AVAILABLE.)

5. DEADLINE FOR APPLICATION: JANUARY 31, 1977

6. DATE OF SHOW: MARCH 18-21, 1977 (4 DAYS)

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7. BOOTH:

EACH BOOTH (2.7 METERS X 2.7 METERS) WILL HAVE
PLYWOOD BACK WALLS AND TWO PLYWOOD SIDE WALLS
FURNISHED. DISPLAY AND FURNITURE RENTAL ARE AT
EXHIBITOR'S EXPENSE.

8. TELEPHONE AND UTILITY SERVICES:

ACTUAL COST WILL BE CHARGED.

9. PUBLICITY:

PUBLICITY WILL BE GIVEN TO SHOW AND TO AMERICAN
CORNER BEFORE AND DURING SHOW BY ALL MEDIA BELONGING
TO SANKEI GROUP, INCLUDING SANKEI SHIMBUN, NIHON
KOGYO SHIMBUN, OSAKA SHIMBUN, RADIO OSAKA, AND
KANSAI TV.

10. PROMOTIONAL ASSISTANCE:

NIHON KOGYO WILL PROVIDE PROMOTIONAL ASSISTANCE TO

PARTICIPANTS IN AMERICAN CORNER INCLUDING LISTS
OF PROSPECTIVE CUSTOMERS.

11. EMBASSY WILL SHORTLY BE SENDING LETTER TO JAPANESE
AGENTS FOR AMERICAN PRODUCTS, INVITING THEIR PARTICIPATION.
APPLICATIONS WILL BE TAKEN BY CONGEN OSAKA/KOBE, WHICH WILL
COORDINATE PROJECT WITH NIHON KOGYO SHIMBUN.

ACTION REQUESTED: DUE TO LACK OF LEAD TIME, EMBASSY DOES
NOT ANTICIPATE PARTICIPATION OF AMERICAN COMPANIES NOT YET
REPRESENTED IN JAPAN. HOWEVER, REQUEST USDOC NOTIFY AMERICAN
FIRMS SO THAT THEY MIGHT ENCOURAGE AGENTS TO PARTICIPATE. BELIEVE
USDOC HAS CONSIDERABLE INFORMATION OBTAINED DURING SOLICITATION
OF RECENT AUTOMOTIVE PARTS TRADE MISSION. INTERESTED U.S.
FIRMS SHOULD TELEX AMERICAN CONGEN OSAKA DIRECTLY FOR FURTHER
INFORMATION OR TO MAKE APPLICATION.
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